



Living Strategy

By Lynda Gratton

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The only route to improved performance is by placing your human resource at the center of your strategic decision-making. Living Strategy shows you why and how to design strategies that have meaning and purpose for people, without whose commitment they remain drawings on the board-room wall chart. It argues that a new management agenda is crucial and shares the three tenets of human organizational behavior. The six-step Living Strategy journey guides the reader through the implementation of a strategy that will not only grow your organization but also create a business of which you can be proud.
For corporate strategy to live and work, people have...



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